



National Association of
Productivity & Organizing
— Professionals —

2019 Public Survey of Residential Organizing Attitudes



MARCH 2019



In March of 2019, NAPO commissioned a survey of the public to learn their perception of residential clutter as well as their awareness of the organizing profession and NAPO. The survey was conducted by Cint, a professional survey company. The survey was completed by 1,005 people.

The survey screened out anyone self-identifying as a Professional Organizer, which was defined as someone who "is paid to assist people in organizing their space, possessions, information, and time in their homes or workplaces." 160 of the nearly 2,000 survey takers said they were Professional Organizers, and of those, 61% currently belong to NAPO. When the 39% who did not belong to NAPO were asked why not, most said they did not know about it.

THIS SURVEY ASKED QUESTIONS RELATED TO THE FOLLOWING:

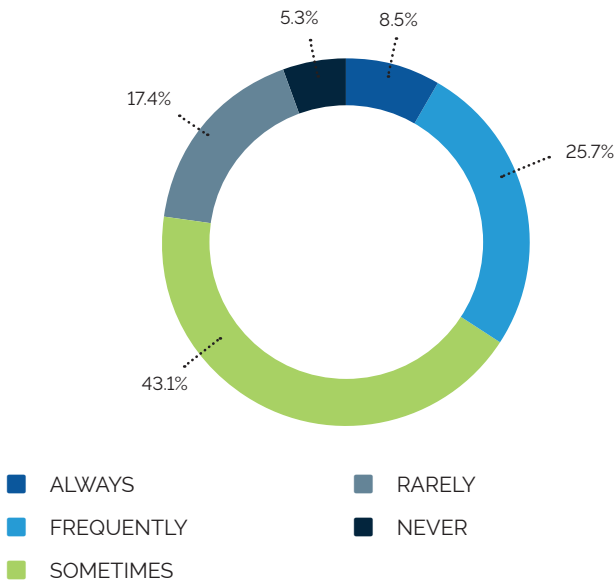
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To learn more about NAPO's Information and Research Committee or to volunteer for the Survey Team, please contact NAPO at 856.380.6828 or napo@napo.net.

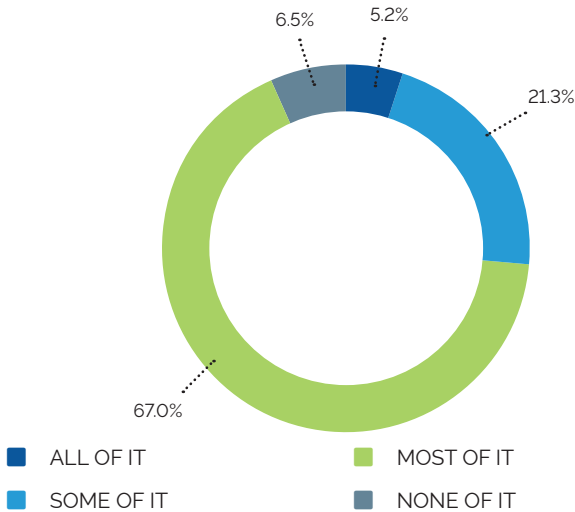
Following are the results from the March 2019 Public Survey. Enjoy!

Disorganization at Home

How often do you feel disorganized at home?

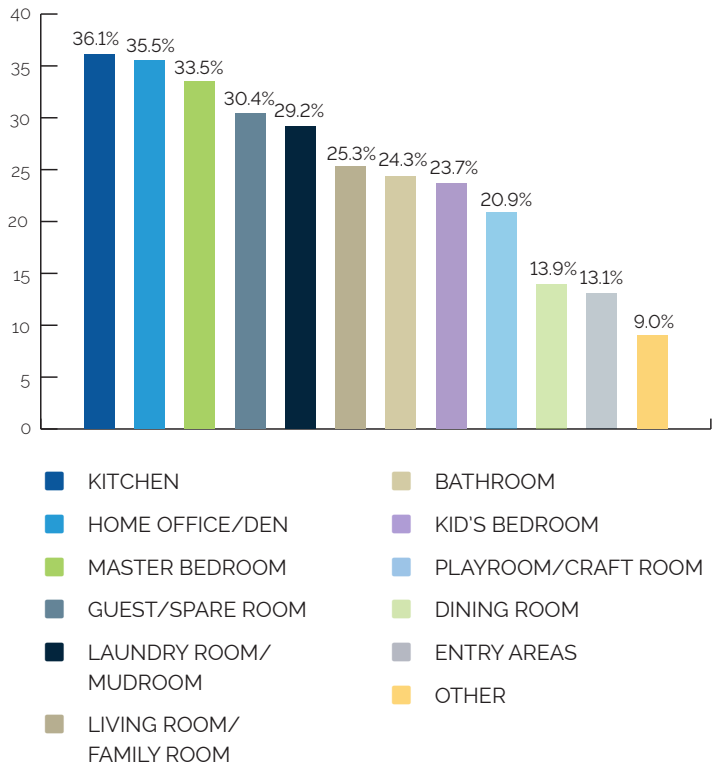


How much of your home to you consider to be disorganized?



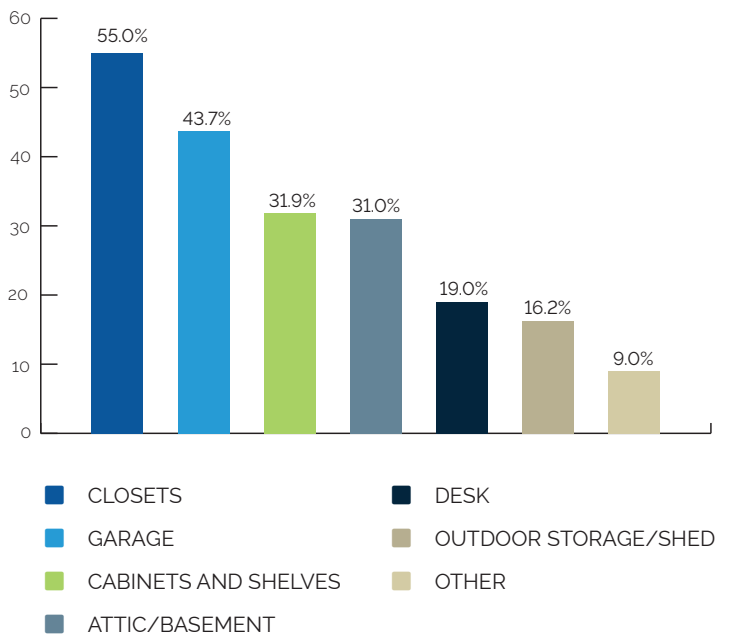
What do you consider to be the most disorganized living areas in your home?

Choose the top three.



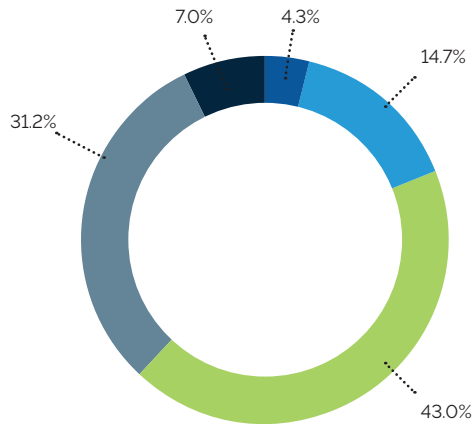
What do you consider to be the most disorganized storage areas in your home?

Choose the top two.



Disorganization at Home

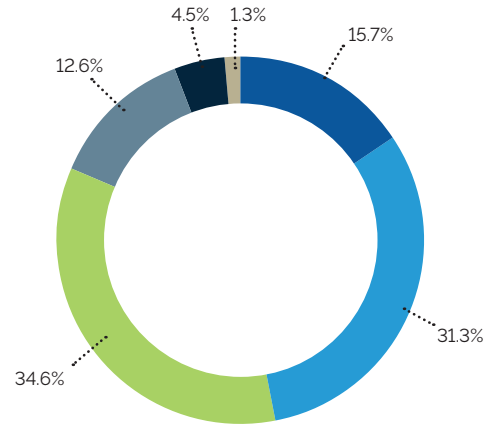
Which statement best describes the amount of clutter in your home?



- MY ENTIRE HOME IS FILLED WITH CLUTTER
- MOST AREAS OF MY HOME ARE FILLED WITH CLUTTER
- SOME AREAS OF MY HOME ARE FILLED WITH CLUTTER
- FEW AREAS OF MY HOME ARE FILLED WITH CLUTTER
- I DON'T HAVE CLUTTER IN MY HOME

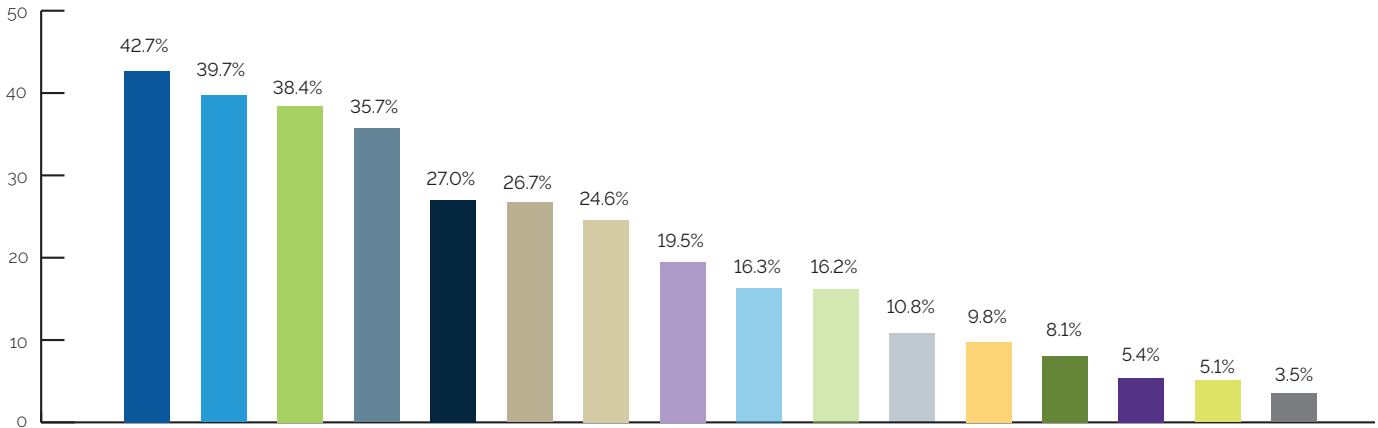
How much do you think about the environment when disposing of items?

Choose all that apply.



- ALWAYS
- FREQUENTLY
- SOMETIMES
- RARELY
- NEVER
- DOES NOT APPLY

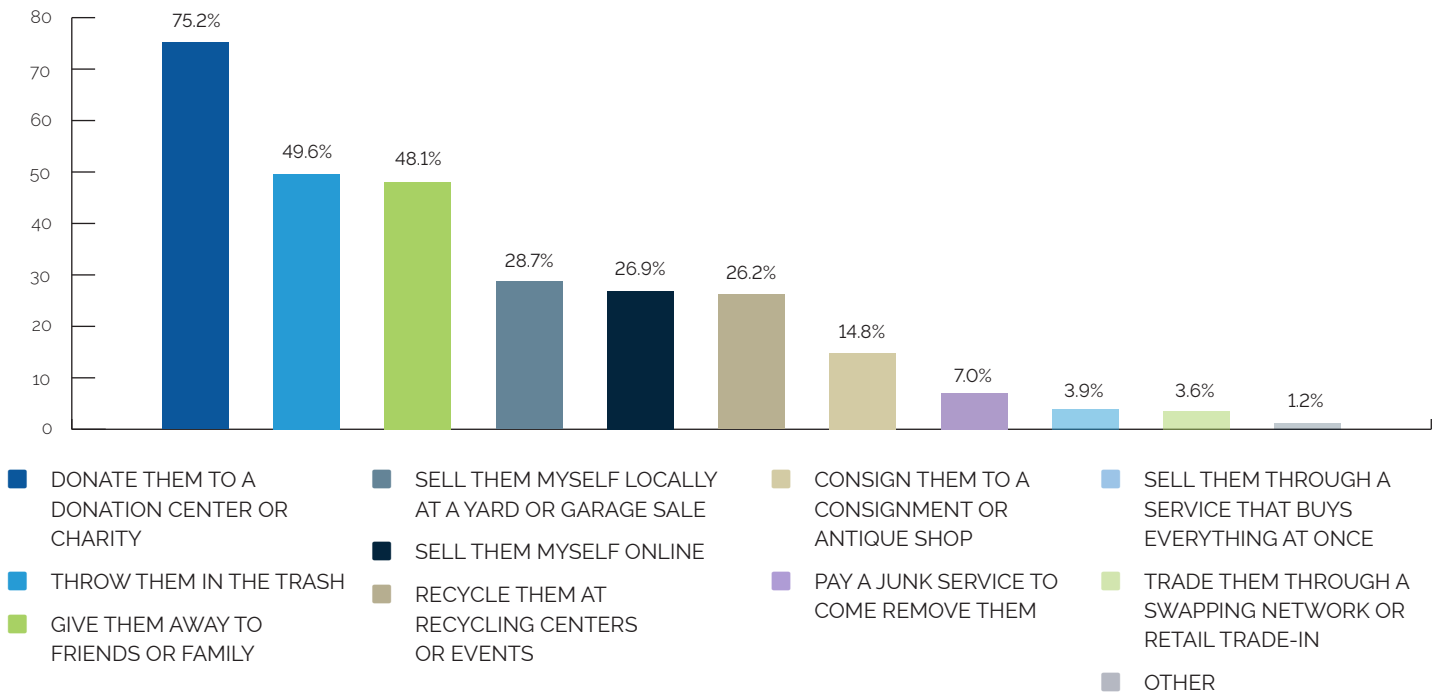
What prevents you from effectively addressing the clutter in your home? *Choose all that apply.*



- DEALING WITH CLUTTER IS OVERWHELMING
- I LACK MOTIVATION
- I DON'T HAVE THE TIME
- I HAVE DIFFICULTY DISCARDING ITEMS
- I DISLIKE DEALING WITH CLUTTER
- I HAVE DIFFICULTY MAKING DECISIONS ABOUT CLUTTER
- I ACQUIRE TOO MANY NEW THINGS
- I LACK FOCUS WHEN DEALING WITH THE CLUTTER
- IT IS NOT MY CLUTTER
- I VALUE ALL MY BELONGINGS
- I NEED PHYSICAL ASSISTANCE DEALING WITH THE CLUTTER
- I HAVE BEEN THROUGH A MAJOR LIFE CHANGE
- I NEED ASSISTANCE MAKING DECISIONS ABOUT THE CLUTTER
- I LACK THE NECESSARY SKILLS
- THE CLUTTER DOESN'T BOTHER ME
- OTHER

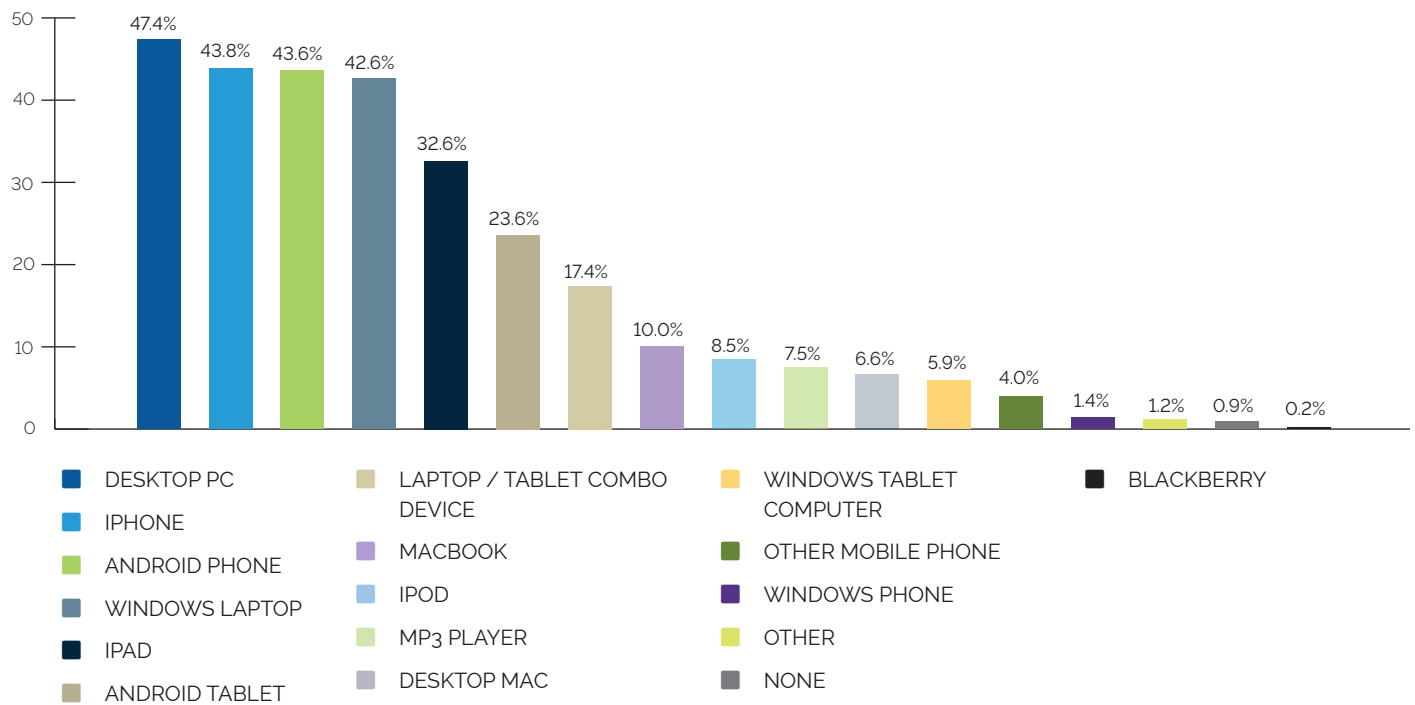
Disorganization at Home

Of the following methods, how do you prefer to manage unwanted items? *Choose all that apply.*

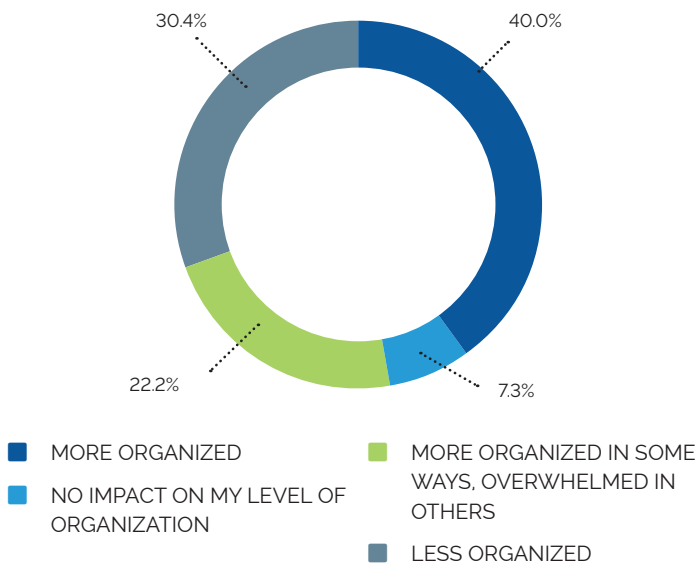


Electronic Clutter

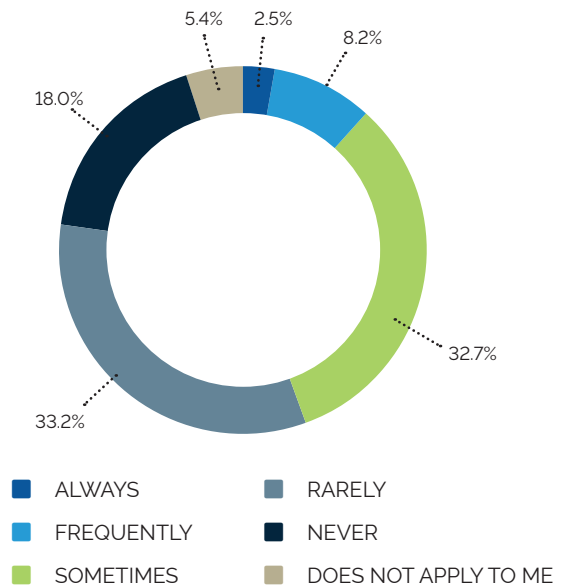
Which of the following electronic devices do you use regularly? Choose all that apply.



Do your electronic devices make you feel more or less organized?

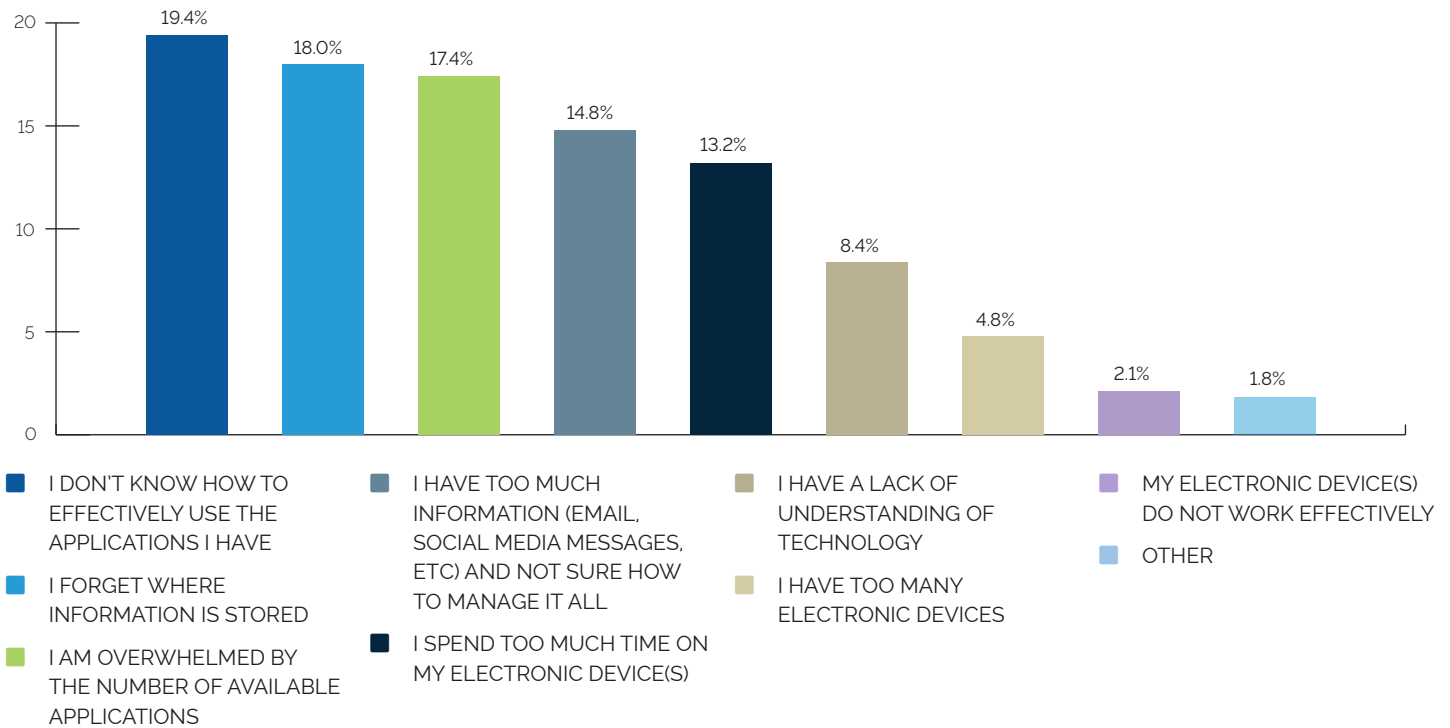


How often does managing the info on your electronic devices cause you stress or anxiety?

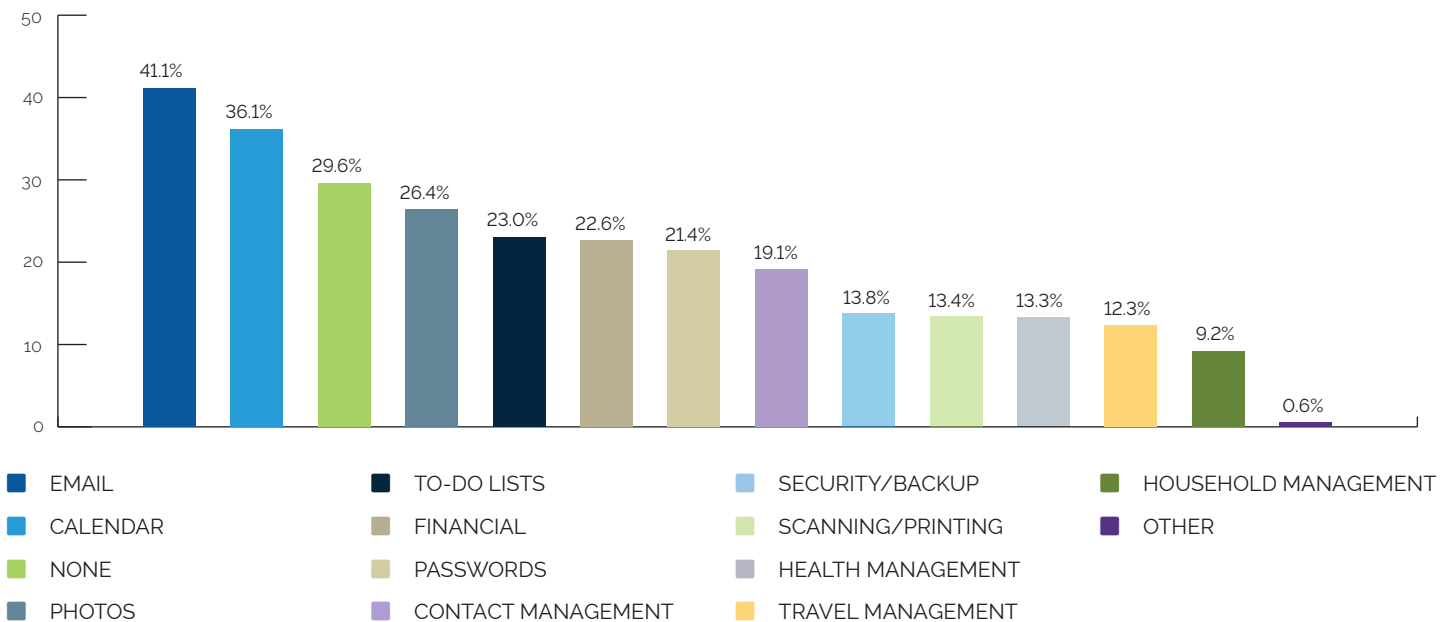


Electronic Clutter

What about your electronic devices causes you stress or anxiety? *Choose all that apply.*

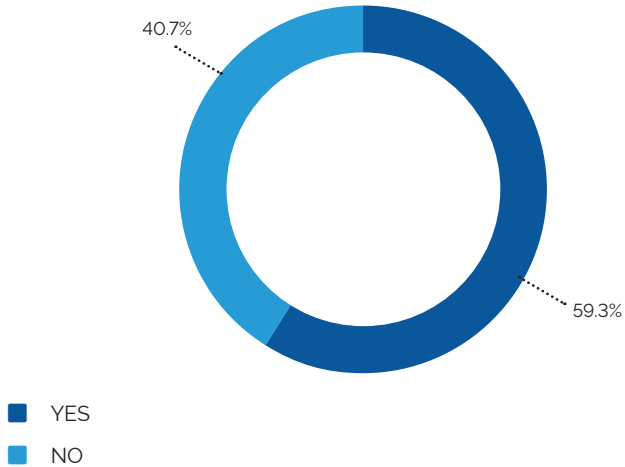


For which tasks do you use programs or apps on your devices to help you stay organized? *Choose all that apply.*

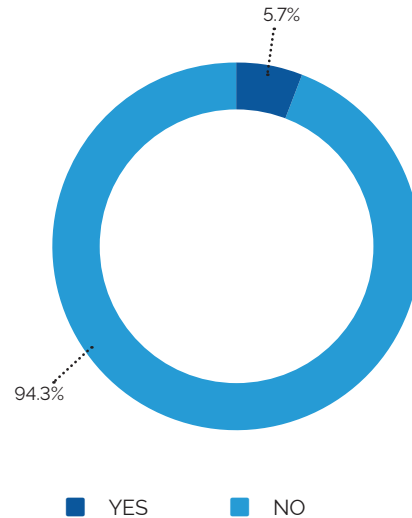


Industry Awareness

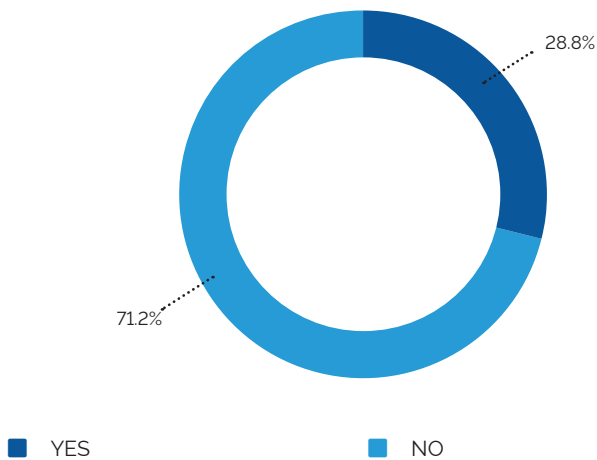
Before today, were you familiar with the term “professional organizer”?



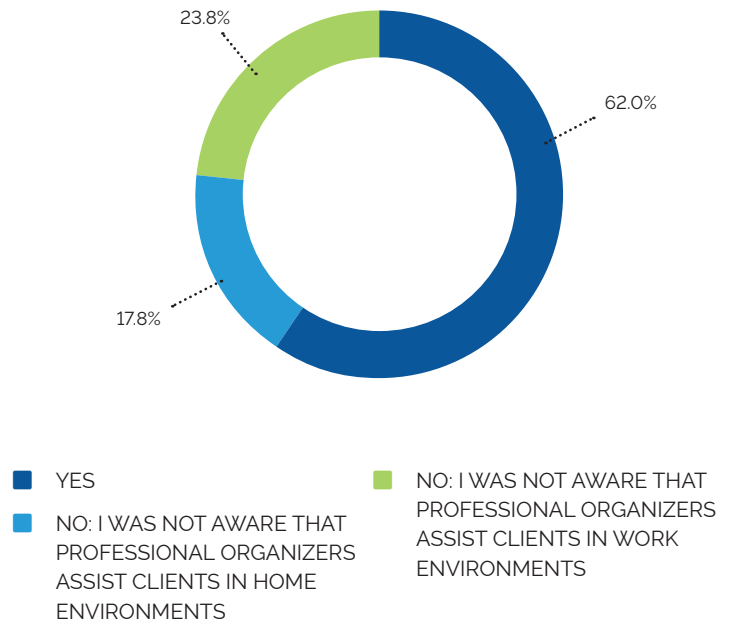
Have you heard of NAPO—the National Association of Productivity & Organizing Professionals?



Have you heard the term “Certified Professional Organizer”?



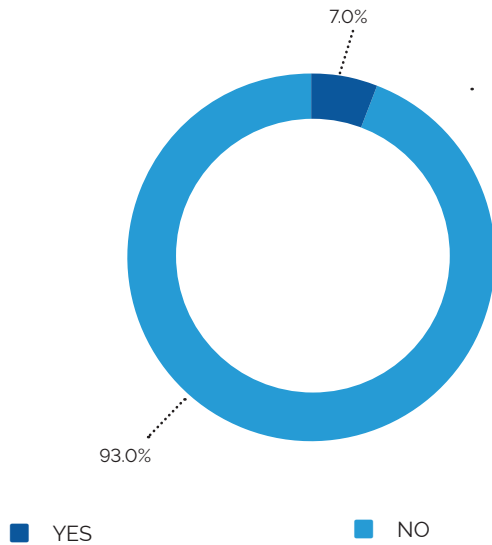
Prior to this survey, were you aware that professional organizers assist clients in home and work environments?



CPO® stands for Certified Professional Organizer®. CPOs earn their credential by proving they embody the founding principles, have the requisite experience, adhere to the BCPO Code of Ethics, and comprehend the entire body of knowledge required to pass the Board of Certification of Professional Organizers® (BCPO®) examination.

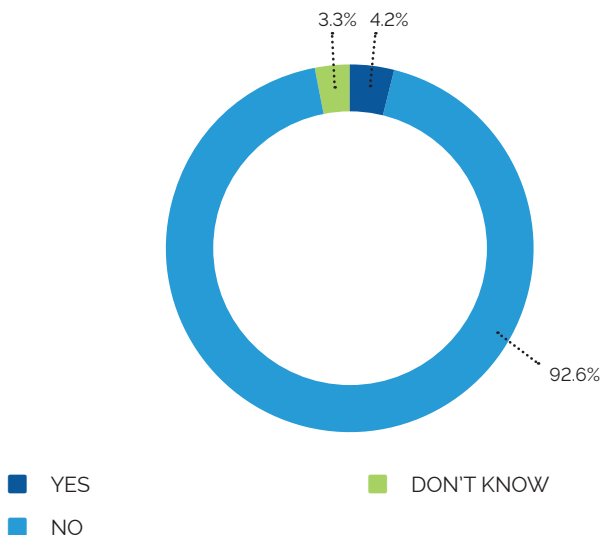
Industry Awareness

Have you heard of Get Organized Month, which is in January each year?



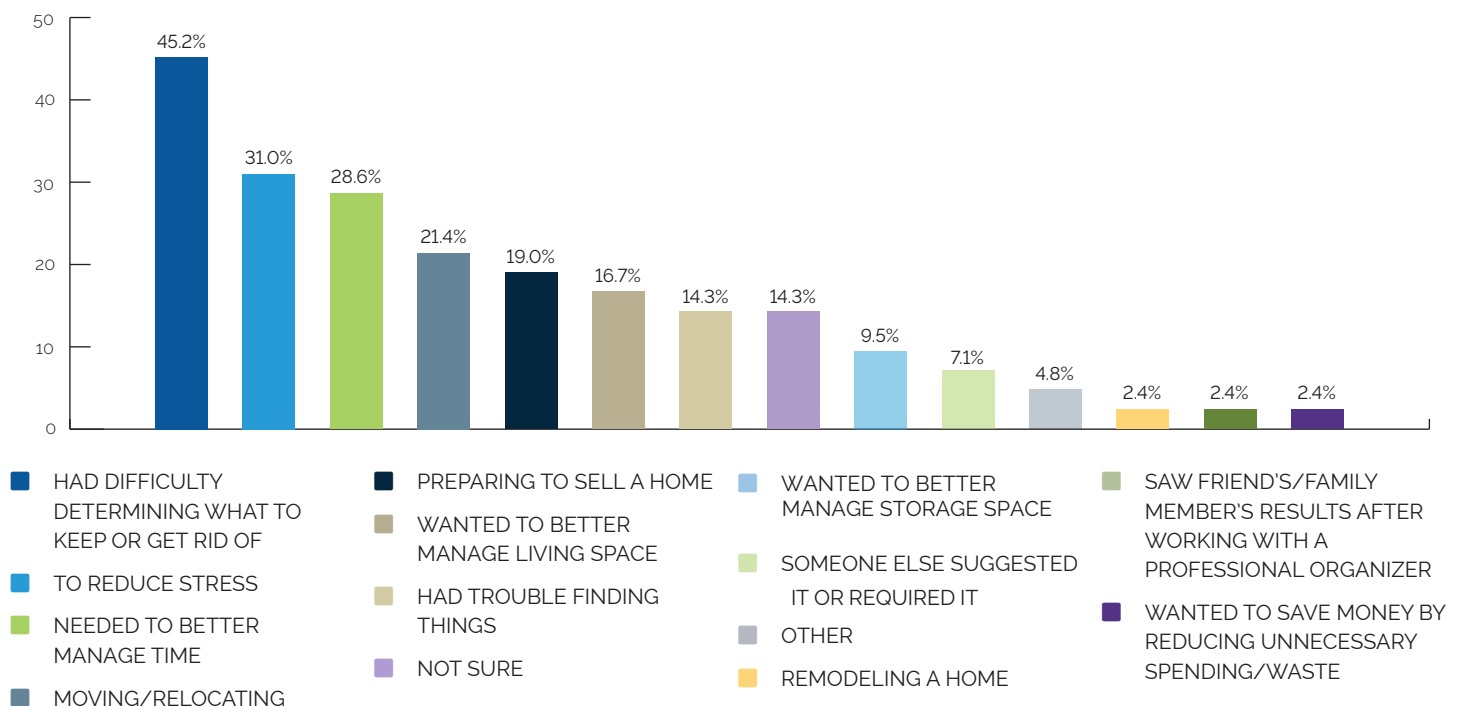
Public Perception of Professional Organizers

Have you or someone in your home ever hired someone to assist with decluttering and/or organizing your home environment?



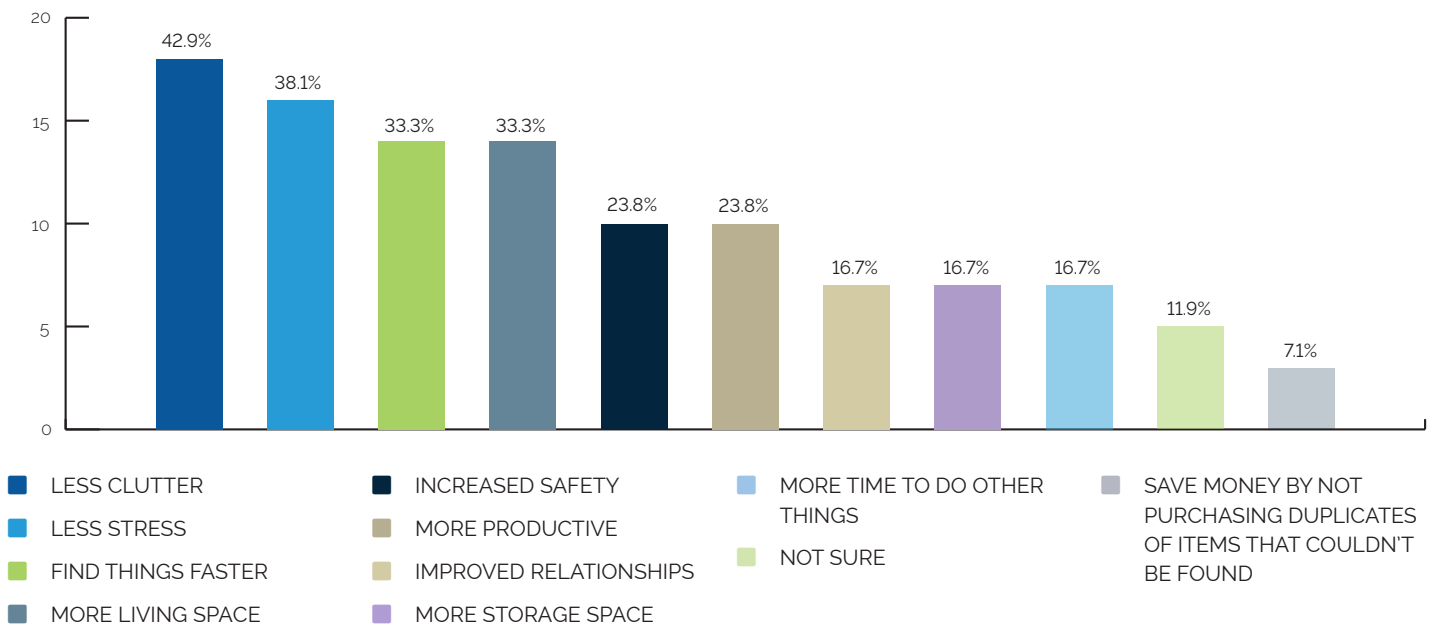
What were the reasons you or someone in your home hired a professional organizer?

Choose all that apply.



Public Perception of Professional Organizers

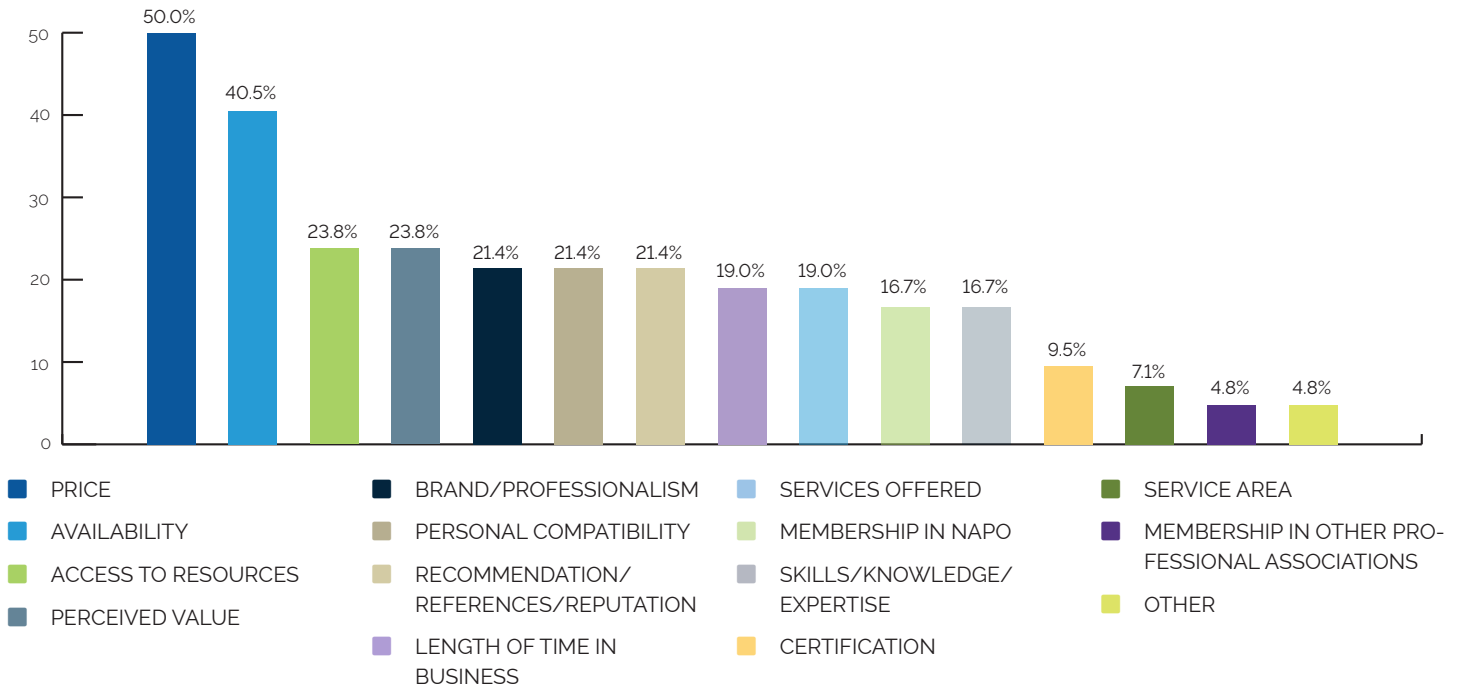
What were the benefits of working with a professional organizer? *Choose all that apply.*



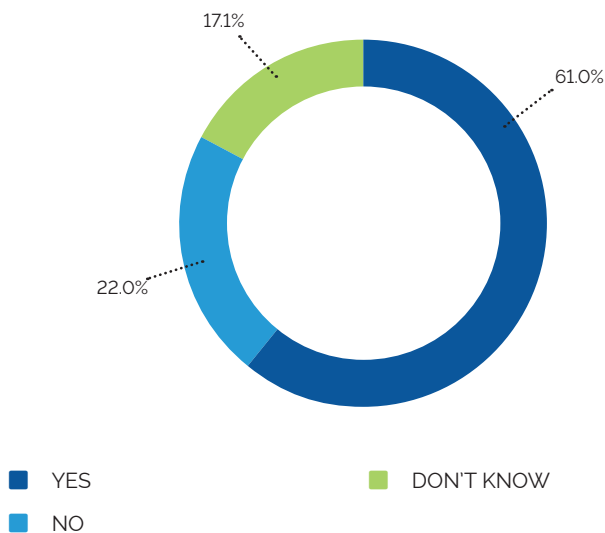
Public Perception of Professional Organizers

Which factors most influenced the decision to choose the organizer who was hired?

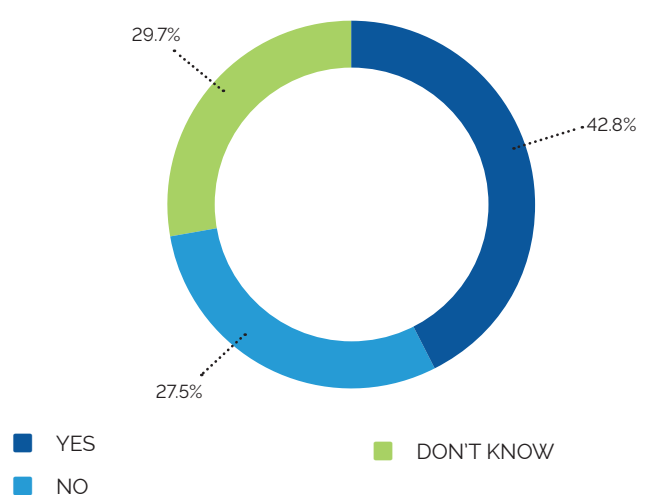
Choose the top three.



Based on what you know of this prior experience, would you consider hiring a professional organizer in the future?

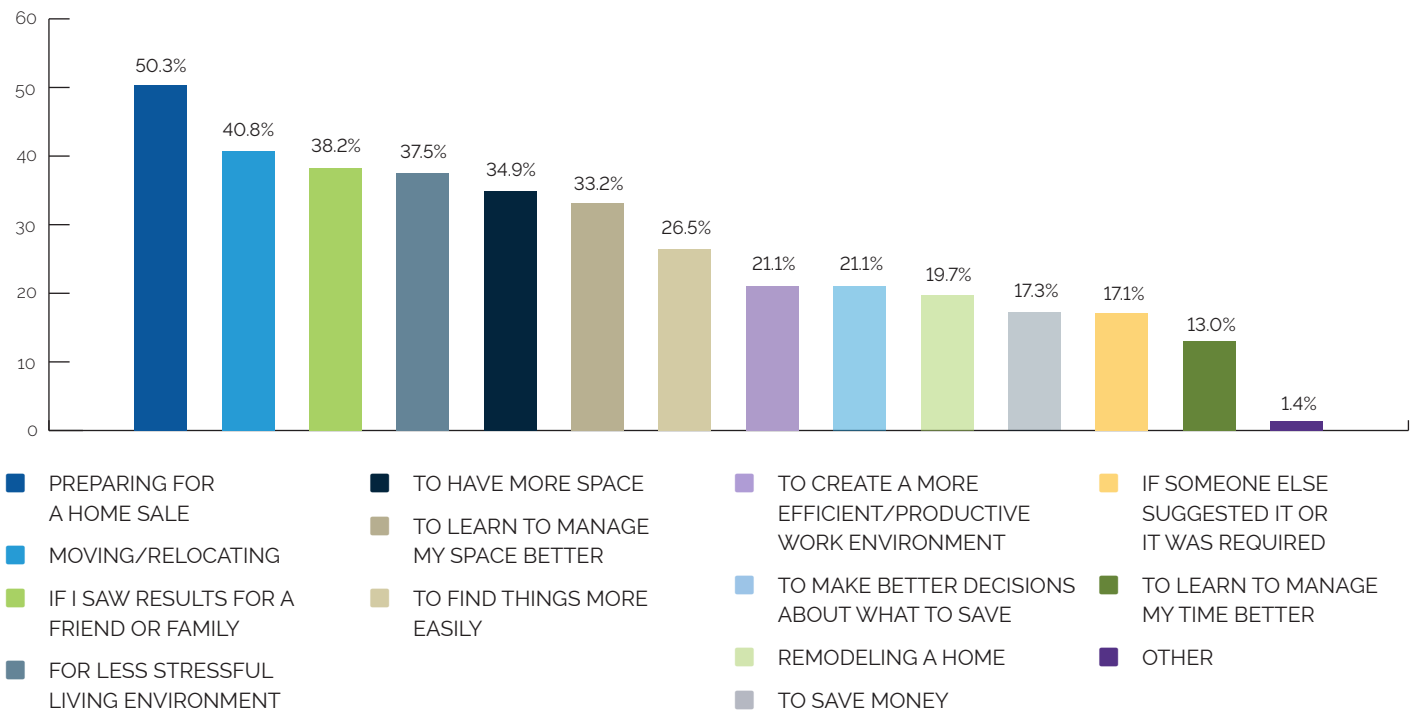


Would you consider hiring a professional organizer?

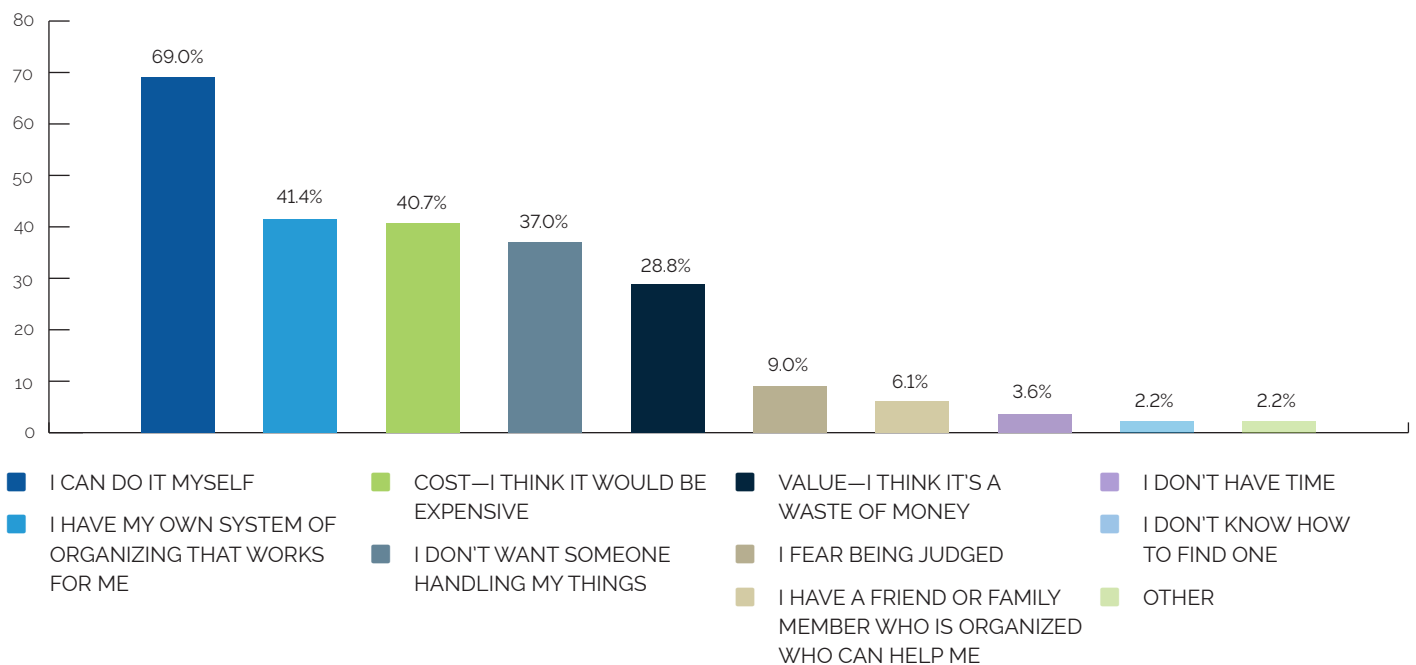


Public Perception of Professional Organizers

Under what circumstances would you consider hiring a professional organizer? *Choose all that apply.*

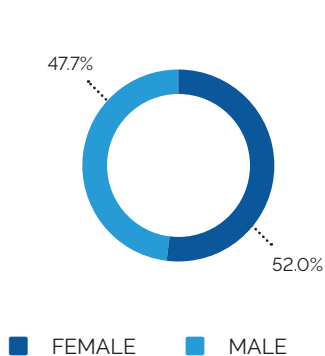


Why wouldn't you consider hiring a professional organizer? *Choose all that apply.*

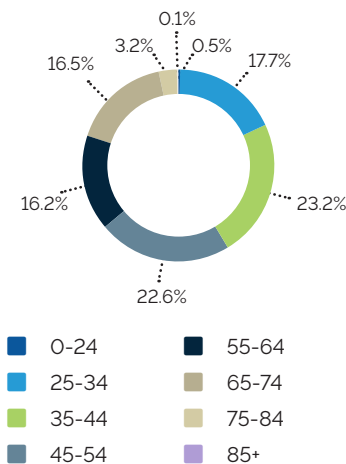


Survey Demographics

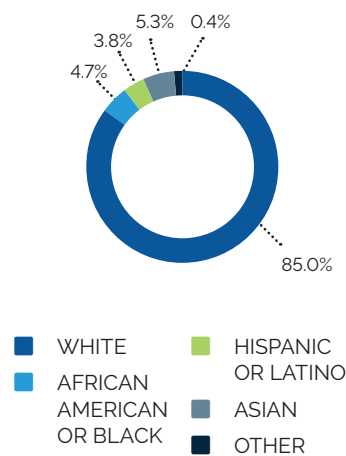
Sex



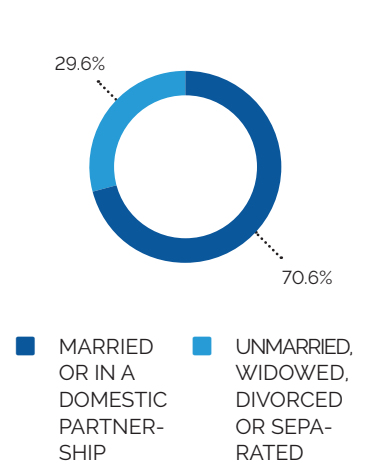
Age



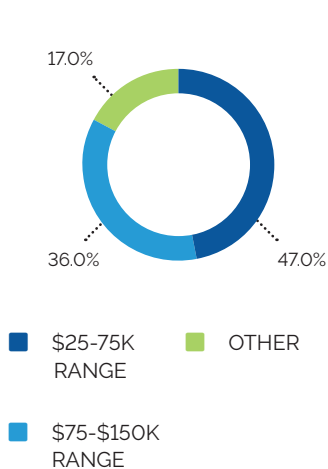
Ethnicity



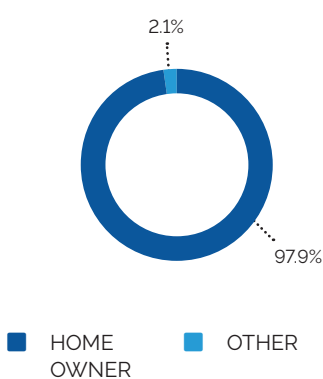
Marital Status



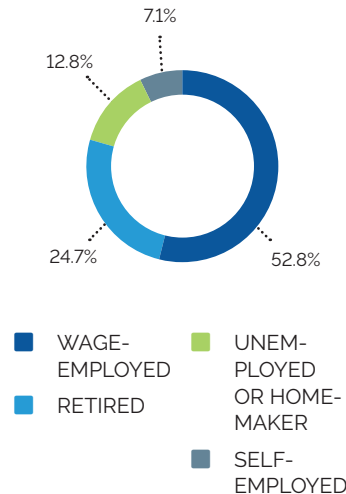
Income



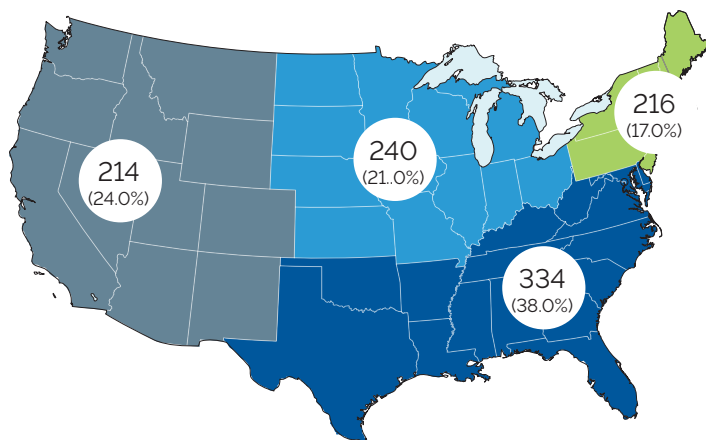
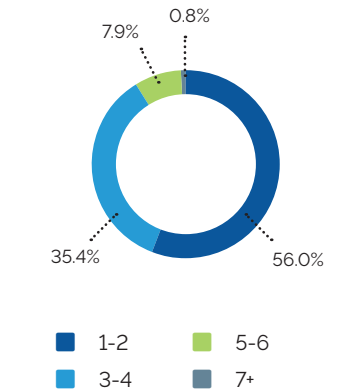
Property Status



Job Status



Household Size



The goal was to match the actual regional breakdown of the U.S. In actually, it is weighted a little more towards the Southern and Western U.S., and a little less to the Midwestern and Northeastern U.S., than the U.S. regional breakdown in 2018, which appears below:

- 38.0% Southern US
- 21.0% Midwestern US
- 17.0% Northeastern US
- 24.0% Western US